



# GEORGIA'S MATERNAL AND INFANT MORTALITY :

AN OPPORTUNITY FOR IMPROVEMENT



# ABOUT OUR COMPANY

**Mission:** “To bring subspecialty high risk OB and women’s services to patients and clients where needed via telehealth technologies”

**Experience:** 100 + yrs team experience, > 31,000 MFM telemed visits completed

**Services:**

- Maternal-Fetal consultation (scheduled and urgent)
- Teleradiology : ultrasound (store and forward and live scanning capable)
- Long distance learning programs for ultrasound and high risk OB care

**Licensure Footprint:** Active in : GA, SC, AL, TN, FL, NC, IL, OH, KY, IN

**Delivery Settings:** Private OB Practice, Government, 2<sup>nd</sup> Tier Hospitals

**IT Platforms:** Azalea EMR, PACS for digital storage, MFM specific reporting, vendor neutral for telemed networks/hardware/software/peripherals but must meet high risk OB specs



# OUR SHARED HIGH RISK OB SUCCESS STORY: GA DPH AND WOMEN'S TELEHEALTH



- Tackled GA's worst maternal/infant mortality areas together through an innovative program in Albany and surrounding counties merging:  
**Centering Pregnancy Model + DPH District Offices + MFM Telemed**
- High Risk OB Education at selected DPH clinic with antepartum checks and if abnormal, MFM Telemed visit for high risk problems while there
- New requirements met to start program: MFM ultrasound capability, telemed link from DPH office to WT, telemed training, find sonographer, PACS system subscription for image transfer, MOU betw/ WT and DPH

**SO... HOW DOES IT WORK? LET US SHOW YOU .... ROLL VIDEO**

# TELEHEALTH AFFECTING GA POPULATIONS

## State of GA/WT High Risk OB Telehealth Pilot: Results Published Nationally by ATA



The screenshot shows the American Telemedicine Association (ATA) website. At the top is the ATA logo, a red ECG line. Below it is the text "American Telemedicine Association". A navigation bar contains links: "About Telemedicine", "Policy", "Education & Meetings", "Resources", "Members", "Telemedicine News", and "About ATA". On the left is a sidebar with a "What is Telemedicine?" section containing links to "Telemedicine FAQs", "Telemedicine Outcomes", "Telemedicine Case Studies", "Outside Resources", and "Standards and Guidelines". Below the sidebar is a "Sustaining Circle Members" section. The main content area is titled "Telemedicine Case Studies" and includes a breadcrumb trail: "Home / About Telemedicine / Telemedicine Case Studies / Case Study Full Page". There are social media icons for Twitter, Facebook, LinkedIn, and YouTube, along with a "1" in a box. The featured article is titled "Georgia Partnership Uses Telemedicine and Centering Pregnancy Model to Significantly Decrease Preterm Labor Birth Rate in High Risk Areas". The article text states: "Georgia Partnership Uses Telemedicine and Centering Pregnancy Model to Significantly Decrease Preterm Labor Birth Rate in High Risk Areas". "Southwest Health District's CenteringPregnancy® program and Women's Telehealth in Atlanta have teamed up to deliver effective, efficient, high-quality access to prenatal care that significantly improves health outcomes among African Americans and Hispanics in an underserved corner of Georgia. Following the launch of the first-of-its-kind partnership between group prenatal care and maternal-fetal telemedicine, the percentage of pre-term deliveries and low birth-weight babies continues to be well below baseline rates in target populations."

American Telemedicine Association

About Telemedicine Policy Education & Meetings Resources Members Telemedicine News About ATA

What is Telemedicine?

Telemedicine FAQs

Telemedicine Outcomes

Telemedicine Case Studies

Outside Resources

Standards and Guidelines

Sustaining Circle Members

### Telemedicine Case Studies

Home / About Telemedicine / Telemedicine Case Studies / Case Study Full Page

Georgia Partnership Uses Telemedicine and Centering Pregnancy Model to Significantly Decrease Preterm Labor Birth Rate in High Risk Areas

Georgia Partnership Uses Telemedicine and Centering Pregnancy Model to Significantly Decrease Preterm Labor Birth Rate in High Risk Areas

Southwest Health District's CenteringPregnancy® program and Women's Telehealth in Atlanta have teamed up to deliver effective, efficient, high-quality access to prenatal care that significantly improves health outcomes among African Americans and Hispanics in an underserved corner of Georgia. Following the launch of the first-of-its-kind partnership between group prenatal care and maternal-fetal telemedicine, the percentage of pre-term deliveries and low birth-weight babies continues to be well below baseline rates in target populations.

**PROGRAM IS STILL GOING!**



## WHAT WERE THE ESTIMATED FINANCIAL RESULTS OF THIS PROGRAM ?

- Initial costs for program were < \$50K .
- Mo. maintenance est. ( U/S lease + telemed connectivity + PACS +staff) = \$4K/mo expense = \$54K/yr
- Antepartum visits at health dept. paid by Medicaid, this program + \$4-5K/mo
- **Est. NICU savings of this program in 1 yr = \$5.65M in 1 district w program pre-term labor reduction \***
- **QUESTION: IS THIS MODEL REPLICABLE AND SCALABLE ? (X 17 districts)= POTENTIAL SAVINGS OF \$90+ M/yr for GA Medicaid +> outcomes**

10/19 Reference from VeryWell Magazine: Aveg  
NICU costs \$60,273/ length of stay x 97 preg. NOT  
NICU with preterm labor Reduction statistics



# OTHER BENEFITS

## EASY TO CONNECT TELEMED



## IMPROVED MATERNAL AND INFANT OUTCOMES





# RESOURCES AND GAPS

- **RESOURCES:**
  - Telemed connectivity in every DPH district
  - Already existing and long term relationships with WT and County Health Depts and State Telehealth Office
  - Existing success story, no pilot needed
- **GAPS:**
  - Need MFM U/S equip, techs, PACS and reporting added
  - Training req'd for telemed use and MFM care
  - Potential policy change for OB supervision via remote
- **Scalability Plan:** 3-4 new sites brought up /qtr to get to all 18 DHP districts having at least 1 Co Health office providing MFM tele- based on Commissioner's and District Medical Directors input on need/ readiness



**So.....**

- **Questions?**
- **Thank You for your attention !**
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